

<b>BGE NYVK</b>	<b>B2</b>	<b>Reading Comprehension</b>	
<b>English for Business</b>		<b>45</b> minutes	<b>20</b> marks
<b>Sample</b>			

*A feladatokat elsőként a feladatlapokon oldja meg. Megoldásait végül jelölje, illetve írja be a megoldólapra.*

**Read the following texts and answer the questions.**

## **Text 1**

### **Marketing Small Businesses With Twitter**

- 1 Three weeks after Curtis Kimball opened his crème brûlée cart in San Francisco, he noticed a stranger among the friends in line for his desserts. How had the man discovered the cart? He had read about it on Twitter.
- 2 Curtis Kimball, owner of a crème brûlée cart in San Francisco, uses Twitter to drive his customers to his changing location. For Mr. Kimball, who conceded that he ‘hadn’t really understood the purpose of Twitter,’ the beauty of digital word-of-mouth marketing was immediately clear. He signed up for an account and has more than 5,400 followers who wait for him to post the current location of his itinerant cart and list the flavors of the day, like lavender and orange creamsicle. ‘I would love to say that I just had a really good idea and strategy, but Twitter has been pretty essential to my success,’ he said. He has quit his day job as a carpenter to keep up with the demand.
- 3 Much has been made of how big companies like Dell, Starbucks and Comcast use Twitter to promote their products and answer customers’ questions. But today, small businesses outnumber the big ones on the free microblogging service, and in many ways, Twitter is an even more useful tool for them.
- 4 For many mom-and-pop shops with no ad budget, Twitter has become their sole means of marketing. It is far easier to set up and update a Twitter account than to maintain a Web page. And because small-business owners tend to work at the cash register, not in a cubicle in the marketing department, Twitter’s intimacy suits them well. ‘We think of these social media tools as being in the realm of the sophisticated, multiplatform marketers like Coca-Cola and McDonald’s, but a lot of these supersmall businesses are gravitating toward them because they are accessible, free and very simple,’ said Greg Sterling, an analyst who studies the Internet’s influence on shopping and local businesses.
- 5 Small businesses typically get more than half of their customers through word of mouth, he said, and Twitter is the digital manifestation of that. Twitter users broadcast messages of up to 140 characters in length, and the culture of the service encourages people to spread news to friends in their own network.

**I. <sup>1-5</sup> Choose the appropriate heading from list A–F for each paragraph (1–5). You will not need one of the headings.**

- |                  |  |
|------------------|--|
| 1. par. 1: ..... | A) Small companies benefit more            |
| 2. par. 2: ..... | B) Return on marketing investment          |
| 3. par. 3: ..... | C) Promotion by customers                  |
| 4. par. 4: ..... | D) Whereabouts and product range online    |
| 5. par. 5: ..... | E) Unexpected customer                     |
|                  | F) The advantages of microblogging service |

**II. <sup>6-10</sup> Decide if the following statements are true (T) or false (F) according to the text.**

6. Curtis Kimball does not sell his products on the premises.
7. Curtis Kimball still works as a carpenter.
8. Advertising on Twitter is more popular among big companies.
9. Twitter is the only choice for those who cannot afford the marketing expenses.
10. The marketing department has a more personal relationship with the customers.

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## Text 2

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### Unique Vending Machines Drive Stagnate Industry Forward

- A** When high heels start to rub, consumers today can take the edge off with a visit to a vending machine – and not just for a soul-soothing candy bar. ‘Our customers love that they can walk right up, put money in and instantly get a pair of shoes,’ says Ashley Ross, who sells ballet flats out of four Rollasole machines in Los Angeles and Las Vegas. ‘There’s no hassle or sales pitch. It’s simple, and they can go on their way.’
- B** Last year Ross and business partner Lindsay Klinitz bought the U.S. rights to Rollasole from its U.K. founder, Matt Horan. They plan to place seven additional machines in New York, Miami, Los Angeles, Las Vegas and Chicago in the coming months.
- C** The size of the U.S. vending machine industry has stayed steady over the past few years, pulling in about \$42 billion last year, according to the National Automatic Merchandising Association (NAMA). And while nearly 95 percent of that revenue came from traditional options such as beverages and snacks, NAMA president and CEO Carla Balakgie believes recent innovations like touchscreen technology, electronic payment options and unique products could drive the industry forward.
- D** The U.S. is still a ways away from the vending machine dominance of Japan – where more than 5.2 million machines generated about \$65 billion in 2009 from sales of everything from eggs to pet rhinoceros beetles. But new companies are bringing new products to stateside machines all the time.
- E** Machines in Las Vegas, New Jersey and New York peddle pieces of 24-karat gold under the name Gold to go. The Semi-Automatic machine at New York City’s Hudson Hotel is stocked with a rotating array of quirky items, such as copies of *The Catcher in the Rye*, designer threads and a rental agreement for a Ferrari 599 GTB. The Sandbox’s Beach Shop in a Box dispenses essentials like sunscreen, sunglasses, beach balls and towels. And Greenaid’s seedbomb vending machines – part of the company’s ‘guerrilla gardening efforts’ – dispense balls of clay, compost and seeds that can be thrown into sidewalk cracks or barren parking lots to grow a little green.

F 'Gen-Y, who has grown up with technology that allows them to define their own experiences, is driving much of the innovation in the industry,' Balakgie says. 'They love the anonymity and to be able to get what they want, when they want it.'

*Entrepreneur*

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**III.** <sup>11-15</sup> **Answer the following questions in no more than 5 words from the text.**

11. Since when can you buy shoes in the US from vending machines?
12. How is recent years' performance described for the vending machines industry?
13. Which two innovations will make the future of vending machines?
14. What is expected to bring success beside technological innovations?
15. Which country serves as a model hard to follow?

**IV.** <sup>16-20</sup> **Find the equivalent of the following in the text.**

16. comfort sweet when you are upset or in pain
17. you can avoid interaction with sales assistants
18. give a boost
19. changing display of unexpected products
20. age group of people born during the 1980s and early 1990s

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## KEY

Text 1	
1.	par. 1 - E
2.	par. 2 - D
3.	par. 3 - A
4.	par. 4 - F
5.	par. 5 - C
6.	T
7.	F
8.	F
9.	T
10.	F
Text 2	
11.	last year (2014) /when they bought the US right/1 year ago (par B)
12.	stagnate ( in headline)/ (has stayed) steady ( par C)
13.	touchscreen technology, electronic payment options (par C)
14.	unique/new products (par C)
15.	Japan (par D)
16.	soul-soothing (candy bar/ candy) (par A)
17.	no hassle or sales pitch (par A)/ anonymity (par F)
18.	drive forward (in headline, par C)
19.	rotating array of quirky items (par E)
20.	gen-Y (par F)